

ORDER



Orders
Order / Rev: 704752
Alt Order #: 06264824
Product Desc: NIXON FOR GOVERNOR
Estimate:
Flight Dates: 08/07/12 - 08/13/12
Original Date / Rev: 08/08/12 / 08/08/12
Order Type: Political

KSDK

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Campaign Group
Buying Contact:
Billing Contact:
 1600 Locust Street
 Philadelphia, PA 19102

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Nixon, J / D/ Governor
Demographic: A35+
Product Codes: PL-Governor
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	23	\$21,225.00	\$18,041.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	23	\$21,225.00	\$18,041.25	0.00
Totals	23	\$21,225.00	\$18,041.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	35%	\$21,225.00
Market	100%	\$60,642.86

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	0%	\$0.00
KETC	0%	\$0.00
KMOV	44%	\$26,682.86
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	21%	\$12,735.00
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	08/07/12	08/12/12	Olympic Late News Olympics Late News	CM	Various	- TWTFSS	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	- TWTFSS			1		\$1,800.00		0.00				
2	KSDK	08/13/12	08/13/12	LN (M-F) LN (M-F)	CM	10-1035p	M- - - - -	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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 Flight Dates: 08/07/12 - 08/13/12

Advertiser: Nixon, J / D/ Governor
 Product Desc: NIXON FOR GOVERNOR
 Estimate: KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	KSDK	08/13/12	08/13/12	LN (M-F) LN (M-F)	CM	10-1035p	M- - - - -	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	M- - - - -		1				\$1,500.00		0.00			
3	KSDK	08/07/12	08/07/12	M-F 5-6A 5-6a	CM	5-6A	- T- - - - -	1:00	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	- T- - - - -		2				\$750.00		0.00			
4	KSDK	08/08/12	08/13/12	M-F 5-6A 5-6a	CM	5-6A	M- WTF- -	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/08/12	08/14/12	M- WTF- -		2				\$300.00		0.00			
5	KSDK	08/07/12	08/07/12	M-F 6-7A 6-7a	CM	6-7A	- T- - - - -	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	- T- - - - -		1				\$600.00		0.00			
6	KSDK	08/08/12	08/13/12	M-F 6-7A 6-7a	CM	6-7A	M- WTF- -	1:00	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/08/12	08/14/12	M- WTF- -		1				\$1,200.00		0.00			
7	KSDK	08/07/12	08/07/12	M-F 4P News News 5 at Four	CM	4-430P	- T- - - - -	1:00	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	- T- - - - -		1				\$1,350.00		0.00			
8	KSDK	08/08/12	08/13/12	M-F 4P News News 5 at Four	CM	4-430P	M- WTF- -	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/08/12	08/14/12	M- WTF- -		3				\$450.00		0.00			
9	KSDK	08/07/12	08/07/12	M-F 430-5p Jeopardy	CM	430-5p	- T- - - - -	1:00	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	- T- - - - -		1				\$1,500.00		0.00			
10	KSDK	08/08/12	08/13/12	M-F 430-5p Jeopardy	CM	430-5p	M- WTF- -	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/08/12	08/14/12	M- WTF- -		3				\$450.00		0.00			
11	KSDK	08/10/12	08/10/12	M-F 3-4p Ellen	CM	3-4p (3:00 PM-4:00 PM)	- - - - F- -	1:00	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	- - - - F- -		1				\$600.00		0.00			
12	KSDK	08/12/12	08/12/12	Olympics Cntdwn to Closg Countdown to Closing	CM	6-7p (6:00 PM-7:00 PM)	- - - - - S	:30	1	\$4,275.00	P-3	0.00	NM	1	\$4,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	- - - - - S		1				\$4,275.00		0.00			
13	KSDK	08/08/12	08/13/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	M- WTF- -	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/08/12	08/14/12	M- WTF- -		3				\$700.00		0.00			
14	KSDK	08/08/12	08/13/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	M- WTF- -	:30	2	\$750.00	P-3	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/08/12	08/14/12	M- WTF- -		2				\$750.00		0.00			
Totals														23	\$21,225.00